CLXD

CERTIFIED LEARNING EXPERIENCE DESIGN

ITD WORLD
Your Global Coaching & Leadership Development Partner





DON'T JUST DELIVER.

DESIGN TO TRANSFORM.



Where learning science meets creativity and technology.

GUIDED BY DR WILLIAM ROTHWELL AND DR MARIO DEL CASTILLO

BEYOND CONTENT. INTO EXPERIENCE.

Reimagine Learning.







Effective learning starts with understanding people, not simply delivering content.

ITD World's Certified Learning Experience Design (CLXD) programme combines learning science, psychology, creativity and technology to equip professionals with the skills to design engaging, learner-centred experiences that encourage application and support performance.

THE CLXD APPROACH

- Learner-Centred — Design around learner needs, goals and experiences
- Evidence-Informed — Apply learning science and meaningful success measures
- Experience-Driven — Create authentic, engaging and interactive learning
- Future-Ready — Integrate technology, generative AI and continuous improvement

THE EMPOWERED LEARNING CYCLE

DISCOVER
- Identify needs and goals
- Learn about learners
- Develop personas
- Map the learning journey
- Find opportunities

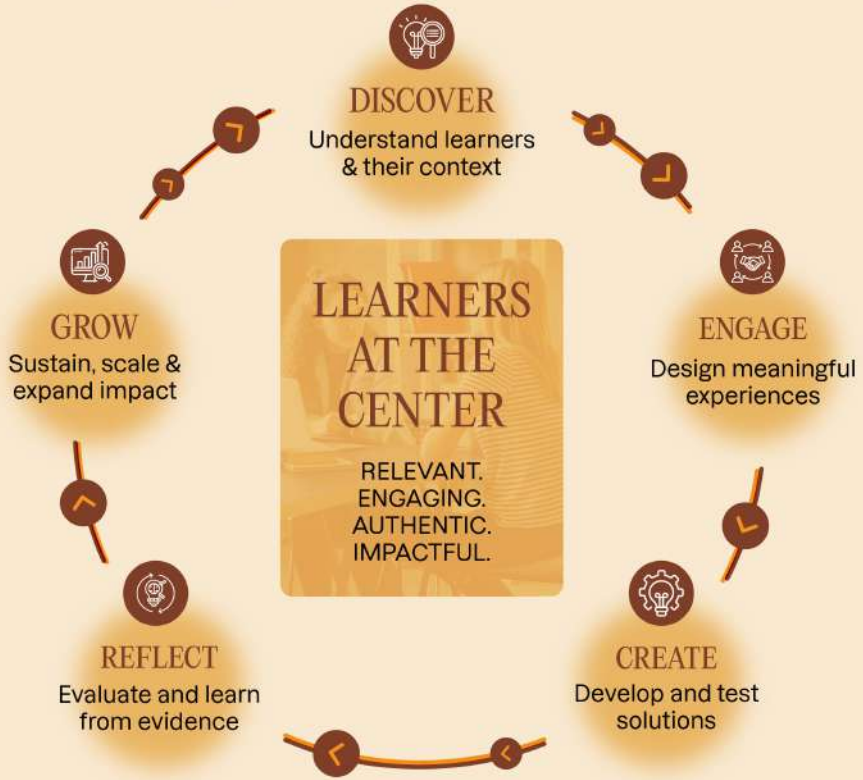
ENGAGE
- Create relevance
- Use authentic scenarios
- Foster interaction
- Support learner agency
- Build social & experiential learning

CREATE
- Prototype and iterate
- Select appropriate technologies
- Ensure accessibility & inclusion
- Use AI thoughtfully

REFLECT
- Gather feedback
- Analyze data
- Measure outcomes
- Identify what works
- Make improvements

GROW
- Implement & support
- Scale successful practices
- Embed in the work
- Foster continuous learning
- Adapt for the future

Five Stages. One Connected Cycle.



DESIGN WITH PURPOSE

Discover. Understand. Plan.



01 — From Content to Experience

Create learner-centred experiences that inspire engagement and meaningful change.

02 — Apply Learning Science

Use learning theory and psychology to make informed design decisions.

03 — Structure the Design Journey

Apply the Empowered Learning Cycle to guide the design process.

04 — Investigate Learner Needs

Identify learner goals, performance gaps and organisational priorities.

05 — Map the Learning Journey

Plan meaningful learning touchpoints, interactions and experiences.

06 — Define Success

Establish clear learning outcomes and meaningful success measures.

MAKE LEARNING AN EXPERIENCE

Create. Test. Engage.



07 — Design Authentic Scenarios

Create realistic situations that encourage practical application.

08 — Design Meaningful Interactions

Engage learners through purposeful activities and collaboration.

09 — Prototype Before Scaling

Test, gather feedback and refine learning experiences before full implementation.



10 — Integrate Tools and Platforms

Select technologies that enhance the learning experience.

11 — Personalise Learning

Design flexible pathways for diverse learner needs and contexts.

12 — Assess Learning Continuously

Measure progress, reinforce learning and identify areas for improvement.

INNOVATE. IMPROVE. SUSTAIN.

Design for Continuous Growth.



13 — Establish Feedback Loops

Gather timely insights to continuously improve learning experiences.

14 — Use Data for Improvement

Turn learning data into informed decisions and better designs.

15 — Scale and Sustain Learning

Create effective, sustainable solutions for wider organisational application.



16 — Harness Generative AI

Use AI for ideation, content development, personalisation and prototyping, supported by human judgement.

17 — Explore Immersive Learning

Create engaging experiences through simulations, storytelling and immersive technologies.

18 — Design Learning Ecosystems

Connect people, technology, content and performance for sustainable learning.

DESIGN IT.
DEMONSTRATE IT.

Turn Learning into Practical Expertise.

THE CAPSTONE PROJECT

Apply your learning design capabilities by developing, presenting and defending a practical, learner-centred learning experience.

42 HOURS OF HYBRID LEARNING

20 HOURS — Self-Paced e-Learning
8 HOURS — Interactive Virtual Sessions
14 HOURS — Face-to-Face Learning

WHAT YOU WILL GAIN

- ↗ Practical learning design tools and resources
- ↗ Guidance from global L&D experts
- ↗ Hands-on experience through a capstone project

GUIDED BY GLOBAL EXPERTS



Dr William Rothwell Dr Mario del Castillo

Global Expert

DR MARIO
Del Castillo



Human Resource & Performance Consultant and expert in the area of Training and Development, Learning and Development, Performance Management, Leadership and Coaching

Certified instructor for ITD Mega Guru Signature Program Developing the Leader within You

Courseware designer and developer for ITD Professional certification program Certified Training Professional, Certified Talent & Competency Professional, Certified Instructional Design in Courseware Development

Over 30 years of extensive experience in Leadership, Management, and Human Resource Development

Adjunct lecturer for the University of South Australia in their International Graduate School of Business

Bachelor's and Master's Degree in Management from Ateneo de Manila University and MA and PhD in Organization Development from Southeast Asia Interdisciplinary Institute School of OD (SAIDI)

World Leading Talent &
Success Planning Coach

DR WILLIAM Rothwell



- Author of best-selling & award-winning books with over 150 titles
- World's #1 Authority on Talent and Succession Planning. World-renowned Consultant and Professor, Pennsylvania State University
- Heads the #1 – ranked graduate program in HRD in the USA
- More than 40 years of experience in Performance, OD, HR and Consulting
- Chief Investigator for research on 5 ASTD competency studies
- Consultant to over 50 MNCs and Government organizations

ITD WORLD

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Leadership Development Partner

DESIGN THE FUTURE OF LEARNING

Take the next step towards creating
engaging, purposeful and impactful learning experiences.

ENQUIRIES / REGISTER YOUR INTEREST HERE

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